



WHITE PAPER

MEDIADOQ AUTOMATES INGEST, MAKING IT FASTER, SIMPLER & MORE ACCURATE

KEY FEATURES

- Automates video ingest
- Provides 'single-hop' ingest
- Location independent ingest possibilities
- Supports multiple carrier types
- Fully integrates with the Centralparq platform

SUMMARY

Infostrada, one of Europe's largest broadcast services companies, created the Mediadoq to automate video ingest. The device has transformed a complex, labour-intensive process, making it simple, fast and effective. It has dramatically improved ingest turnaround times, and simplified tasks such as Quality Control and content management. The revolutionary device will transform ingest forever. Here's an insight into how Centralparq's Mediadoq can make things better for you.

AUTOMATING THE INGEST PROCESS

Fast, reliable ingest is essential for any production company. Traditional methods are slow, labour intensive and inefficient. Operators have to manually copy content from digital media carriers to local or shared storage, perform a quality check on ingested media, then deliver it to shared storage for edit. Media is generally accompanied by rich, descriptive metadata, which is typed in by operational staff, often multiple times. Errors are often found very close to edit, when time and costs are at a premium. It is relatively common for clips to end up in the wrong location or be re-ingested. The whole process is very expensive and has a major, negative impact on turnaround times. Centralparq's acclaimed workflow platform, combined with Mediadoq ingest devices eliminates these costly problems.

Existing systems assume everything works faultlessly. Media Managers type in crucial information from hand-written log sheets that accompany media carriers from the field. The process is heavily labour-intensive with typical error rates of around 5-10%.

Centralparq's Mediadoq was developed to simplify and automate the process. As an extension of Centralparq's Ingest module it is a crucial component of the ground-breaking software platform. Centralparq's browser-based tools let users decide where they wish to send content, add and share metadata at any time, and work together with powerful tools such as proxy browsing and content management. Mediadoq devices transfer material from carriers and make this material available for edit suites faster and simpler than ever before. QR codes are used to identify media, which the Mediadoq ingests quickly and reliably.

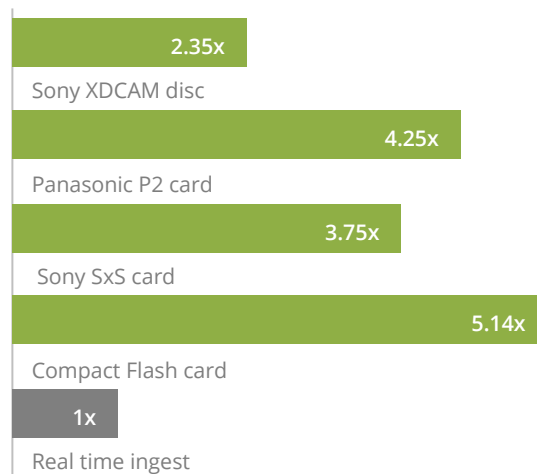
SINGLE HOP INGEST

Before a carrier is ingested via a Mediadoq, an 'ingest task' is created on the Centralparq software platform. A user adds any relevant metadata, prints a label with a unique QR code and attaches it to a media carrier. This QR code becomes the physical link between information about your media and the carrier itself. Since it is unique, the QR code can also be used to track and manage the physical location of your carrier¹.

As soon as a digital carrier is inserted into a Mediadoq, the QR code is recognised and material is automatically transferred to the correct edit location. Automatically, metadata is pushed from Centralparq to the database of an asset management system or edit platform. This simple procedure transforms ingest into a single-hop process; operators just insert discs into the Mediadoq and Centralparq does the rest.

Media ingest into asset management system

Up to 5.14x faster than manual ingest workflows*



* Depending on the carrier, video bit rate and the available network connection. Based on 50 MBit/s video streams.

¹ Track & Trace is an extra module within the Centralparq platform.

WHITE PAPER MEDIADOQ

The Mediadoq helps save time even when it comes to routine actions. Ingest operators no longer need to choose transfer locations for material, because Centralparq 'ingest tasks' are pre-configured with this information. Mediadoq's instantly know where to store material after validating the unique QR codes.

Media Carriers typically store dozens of separate clips. Normally, these clips are directly copied to an edit platform as a collection of separate files. With Centralparq, users can 'stitch' clips together to create a single media clip on their editing platform. The process is as easy as clicking a mouse button. Centralparq stores the carrier's original layout but significantly reduces editing overhead by keeping the number of clips to a minimum.

'Stitching', which is done on the fly, ensures that separate clips, which belong together, are united seamlessly without loss. There is no overhead from encode or decode processes. If clips are meant to be used separately – for example with multi-cam recordings where 'time of day' time code has been used – then this is automatically recognised and the clips are saved separately and added to the storage system. Users can even choose to disable 'stitching' if specific workflows demand it.

LOCATION INDEPENDENT

Since media is automatically recognised by a unique QR code, Centralparq offers users a powerful way of ingesting regardless of their physical location. A Mediadoq can be connected to editing environments locally or remotely, providing content creators with the ground-breaking ability to ingest content

from remote locations, faster and simpler than ever before.

Centralparq's acclaimed platform ensures that media is automatically sent to the right storage location accompanied by important descriptive metadata. This means that editors receive the video content they need, virtually eliminating the need for costly, inefficient re-ingest processes.

FORMAT SUPPORT

The Centralparq ingest workflow supports an ever-growing number of media carrier formats and codecs. Centralparq strives to support new formats once they are released to expand support for a vast range of professional/prosumer camera's and file exchange formats used in the broadcast industry. Attached is an [overview](#) of all the supported formats of the Mediadoq.



DESIGN

Infostrada has designed the Mediadoq so that users can load media carriers quickly from their own workplace without the interference of a keyboard or screen. The Mediadoq is built on robust, industry-standard technologies. An energy efficient but capable CPU is carefully positioned in the space-saving unit, which boasts an integrated card reader and ergonomic design. The Mediadoq's machine-engineered chassis which houses a number of internal connectors and a

QR code scanner, automatically recognises media carriers when they are introduced to the machine. At the back of the unit, a Gigabit network connection allows the device to communicate with the Centralparq platform. Ingest can run up to 5x real-time depending on the carrier that is being used. The Mediadoq uses open standards and protocols to simplify integration with existing networks.



FORMATS SUPPORTED BY THE MEDIADOQ



SONY XDCAM
OPTICAL MEDIA

CODEC	FRAME RATE	RESOLUTION	FILE FORMAT
DV25 SD	25/29.97	720x576/480	MXF OP1A
IMX30/40/50 SD	25/29.97	720x576/480	MXF OP1A
MPEG HD 4:2:0 25 Mbps CBR	25i/25p/29.97i/ 29.97p	1440x1080	MXF OP1A
MPEG HD 4:2:2 50 Mbps CBR	25i/25p/29.97i/ 29.97p/50p/59.94p	1920x1080 1280x720	MXF OP1A



PANASONIC P2
SOLID STATE MEDIA

CODEC	FRAME RATE	RESOLUTION	FILE FORMAT
DV25 SD	25/29.97	720x576/480	MXF OP-Atom P2
DVCPPro25/50 SD			
DVCPPro100 HD	25/29.97	1440x1080	MXF OP-Atom P2
AVC-I 50	25i/25p/29.97i/29.97p 50p/60p	1920x1080 1280x720	MXF OP-Atom P2
AVC-I 100	25p/29.97p/50i/59.94i	1920x1080	MXF OP-Atom P2



SONY SxS
SOLID STATE MEDIA

CODEC	FRAME RATE	RESOLUTION	FILE FORMAT
MPEG HD 4:2:2 50 Mbps CBR	25i/25p/29.97i/29.97p 50p/59.94p	1920x1080 1280x720	MXF OP1A
XDCAM EX 4:2:0 25 Mbps CBR	50i/59.94i	1440x1080	MXF OP1A



COMPACT FLASH
SOLID STATE MEDIA

CODEC	FRAME RATE	RESOLUTION	FILE FORMAT
MPEG HD 4:2:2 50 Mbps CBR	25i/25p/29.97i/29.97p 50p/59.94p	1920x1080 1280x720	MXF OP1A
XDCAM EX 4:2:0 25 Mbps CBR	50i/59.94i	1440x1080	MXF OP1A

ABOUT CENTRALPARQ

Centralparq has been developed by Infostrada, a leading media company with operations in broadcast technology, sports media and interactive media. Infostrada's broadcast technology business develops revolutionary products that simplify high-end video production workflows and enable true cross-platform video production. Infostrada group clients include Sky, BBC, ESPN, Eurosport, MTV, The Voice, and Endemol.

